



WKMG

ORDER

Print Date 10/09/12

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Flight Dates 10/10/12-10/16/12

Contract / Revision 261550 /

Original Date / Revision
10/09/12 10/09/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product
ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 21

Alt Order # 06367415

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie | 100% | | |

Order Share 100% Market Value 258275

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|--------------|------------|--------------|--------------|--------|------------|----------|---------|--------------|--------------|
| October 2012 | 117 | \$219,533.75 | \$258,275.00 | 0.00 | 10/01/12 | 10/16/12 | 117 | \$219,533.75 | \$258,275.00 |
| Totals | 117 | \$219,533.75 | \$258,275.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-------|------|-------------------|-----------------|------------------------------------|-------|-------------------|---------|-----|-------------|----------|-----|---------------|------|------------------------|----------|
| E 1 | WKMG | 10/10/12 | 10/12/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | --WTF-- | :30 | 3 | \$225.00 | LUR | 0.00 | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | 3 | | | \$225.00 | | | 0.00 | | | |
| E 2 | WKMG | 10/15/12 | 10/16/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | MT----- | :30 | 2 | \$225.00 | LUR | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | 2 | | | \$225.00 | | | 0.00 | | | |
| E 3 | WKMG | 10/15/12 | 10/16/12 | CBS This Morning The Early Show | CM | 7-9a | MT----- | :30 | 2 | \$125.00 | LUR | 0.00 | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | 2 | | | \$125.00 | | | 0.00 | | | |
| E 4 | WKMG | 10/10/12 | 10/12/12 | CBS This Morning The Early Show | CM | 7-9a | --WTF-- | :30 | 3 | \$125.00 | LUR | 0.00 | NM | 3 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |



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Print Date: 10/09/12

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261550

Flight Dates 10/10/12-10/16/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 21

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------|--------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 4 | WKMG | 10/10/12 | 10/12/12 | CBS This Morning The Early Show | CM | 7-9a | --WTF-- | :30 | 3 | \$125.00 | LUR | 0.00 NM | 3 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$125.00 | | 0.00 | | |
| E 5 | WKMG | 10/10/12 | 10/12/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | --WTF-- | :30 | 3 | \$110.00 | LUR | 0.00 NM | 3 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$110.00 | | 0.00 | | |
| E 6 | WKMG | 10/15/12 | 10/16/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | MT----- | :30 | 2 | \$110.00 | LUR | 0.00 NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$110.00 | | 0.00 | | |
| E 7 | WKMG | 10/10/12 | 10/12/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | --WTF-- | :30 | 3 | \$600.00 | P-2 | 0.00 NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$600.00 | | 0.00 | | |
| E 8 | WKMG | 10/15/12 | 10/16/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | MT----- | :30 | 2 | \$600.00 | P-2 | 0.00 NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$600.00 | | 0.00 | | |
| E 9 | WKMG | 10/10/12 | 10/12/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | --WTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | |
| E 10 | WKMG | 10/15/12 | 10/16/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | MT----- | :30 | 2 | \$1,200.00 | P-2 | 0.00 NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$1,200.00 | | 0.00 | | |
| E 11 | WKMG | 10/10/12 | 10/12/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | --WTF-- | :30 | 3 | \$900.00 | P-2 | 0.00 NM | 3 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$900.00 | | 0.00 | | |
| E 12 | WKMG | 10/15/12 | 10/16/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | MT----- | :30 | 2 | \$900.00 | P-2 | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$900.00 | | 0.00 | | |
| E 13 | WKMG | 10/10/12 | 10/12/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p (12:30 PM-1:30 PM) | --WTF-- | :30 | 3 | \$900.00 | P-2 | 0.00 NM | 3 | \$2,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$900.00 | | 0.00 | | |
| E 14 | WKMG | 10/15/12 | 10/16/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p (12:30 PM-1:30 PM) | MT----- | :30 | 2 | \$900.00 | P-2 | 0.00 NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$900.00 | | 0.00 | | |
| E 15 | WKMG | 10/15/12 | 10/16/12 | 2-3p The Talk The Talk | CM | 2-3p | MT----- | :30 | 2 | \$600.00 | P-2 | 0.00 NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$600.00 | | 0.00 | | |
| E 16 | WKMG | 10/10/12 | 10/12/12 | 2-3p The Talk The Talk | CM | 2-3p | --WTF-- | :30 | 3 | \$600.00 | P-2 | 0.00 NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$600.00 | | 0.00 | | |



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Print Date: 10/09/12

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Flight Dates 10/10/12-10/16/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 16 | WKMG | 10/10/12 | 10/12/12 | 2-3p The Talk The Talk | CM | 2-3p | --WTF-- | :30 | 3 | \$600.00 | P-2 | 0.00 | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$600.00 | | 0.00 | | | |
| E 17 | WKMG | 10/10/12 | 10/12/12 | 430-5p Inside Edition Inside Edition | CM | 430-5P | --WTF-- | :30 | 3 | \$550.00 | P-2 | 0.00 | NM | 3 | \$1,650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$550.00 | | 0.00 | | | |
| E 18 | WKMG | 10/15/12 | 10/16/12 | 430-5p Inside Edition Inside Edition | CM | 430-5P | MT----- | :30 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$550.00 | | 0.00 | | | |
| E 19 | WKMG | 10/10/12 | 10/12/12 | News at 5p News at 5p | CM | 5-530p | --WTF-- | :30 | 3 | \$750.00 | P-2 | 0.00 | NM | 3 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$750.00 | | 0.00 | | | |
| E 20 | WKMG | 10/15/12 | 10/16/12 | News at 5p News at 5p | CM | 5-530p | MT----- | :30 | 2 | \$1,000.00 | P-2 | 0.00 | NM | 2 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$1,000.00 | | 0.00 | | | |
| E 21 | WKMG | 10/10/12 | 10/12/12 | 530-6p The Insider Insider | CM | 530p-6p | --WTF-- | :30 | 3 | \$650.00 | P-2 | 0.00 | NM | 3 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$650.00 | | 0.00 | | | |
| E 22 | WKMG | 10/15/12 | 10/16/12 | 530-6p The Insider Insider | CM | 530p-6p | MT----- | :30 | 2 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$650.00 | | 0.00 | | | |
| E 23 | WKMG | 10/15/12 | 10/16/12 | News at 6p News at 6p | CM | 6-630p | MT----- | :30 | 2 | \$1,400.00 | P-2 | 0.00 | NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$1,400.00 | | 0.00 | | | |
| E 24 | WKMG | 10/10/12 | 10/12/12 | News at 6p News at 6p | CM | 6-630p | --WTF-- | :30 | 3 | \$1,000.00 | P-2 | 0.00 | NM | 3 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$1,000.00 | | 0.00 | | | |
| E 25 | WKMG | 10/15/12 | 10/16/12 | CBS Evening News CBS Eve News | CM | 630-7p | MT----- | :30 | 2 | \$2,500.00 | P-2 | 0.00 | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$2,500.00 | | 0.00 | | | |
| E 26 | WKMG | 10/10/12 | 10/12/12 | CBS Evening News CBS Eve News | CM | 630-7p | --WTF-- | :30 | 3 | \$2,500.00 | P-2 | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| E 27 | WKMG | 10/15/12 | 10/16/12 | News at 7p News at 7p | CM | 7-7:30p | MT----- | :30 | 2 | \$1,700.00 | P-2 | 0.00 | NM | 2 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$1,700.00 | | 0.00 | | | |
| E 28 | WKMG | 10/10/12 | 10/12/12 | News at 7p News at 7p | CM | 7-7:30p | --WTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | | |



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Print Date: 10/09/12

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Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 21

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 28 | WKMG | 10/10/12 | 10/12/12 | News at 7p News at 7p | CM | 7-7:30p | --WTF-- | :30 | 3 | \$1,200.00 | P-2 | 0.00 NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$1,200.00 | | 0.00 | | |
| E 29 | WKMG | 10/10/12 | 10/12/12 | M-F 7:30-8p Inside Ed Inside Edition | CM | 730-8p | --WTF-- | :30 | 3 | \$325.00 | LUR | 0.00 NM | 3 | \$975.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 3 | \$325.00 | | 0.00 | | |
| E 30 | WKMG | 10/15/12 | 10/16/12 | M-F 7:30-8p Inside Ed Inside Edition | CM | 730-8p | MT----- | :30 | 2 | \$325.00 | LUR | 0.00 NM | 2 | \$650.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 2 | \$325.00 | | 0.00 | | |
| E 31 | WKMG | 10/15/12 | 10/16/12 | M-F 11p News M-F 11p News | CM | 11-1135p | MT----- | :30 | 4 | \$1,700.00 | P-2 | 0.00 NM | 4 | \$6,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | MT----- | | | | | 4 | \$1,700.00 | | 0.00 | | |
| E 32 | WKMG | 10/10/12 | 10/12/12 | M-F 11p News M-F 11p News | CM | 11-1135p | --WTF-- | :30 | 6 | \$1,700.00 | P-2 | 0.00 NM | 6 | \$10,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --WTF-- | | | | | 6 | \$1,700.00 | | 0.00 | | |
| E 33 | WKMG | 10/15/12 | 10/15/12 | Mon Prime 10p Hawaii Five-O | CM | 10-11p | 1----- | :30 | 1 | \$10,000.00 | P-2 | 0.00 NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$10,000.00 | | 0.00 | | |
| E 34 | WKMG | 10/16/12 | 10/16/12 | Tue Prime 8p NCIS | CM | 8-9p | -2----- | :30 | 2 | \$12,000.00 | P-2 | 0.00 NM | 2 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -2----- | | | | | 2 | \$12,000.00 | | 0.00 | | |
| E 35 | WKMG | 10/16/12 | 10/16/12 | Tue 2 Hour Special Tue 2 Hour Special | CM | various | -1----- | :30 | 1 | \$11,000.00 | P-2 | 0.00 NM | 1 | \$11,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/15/12 | 10/21/12 | -1----- | | | | | 1 | \$11,000.00 | | 0.00 | | |
| E 36 | WKMG | 10/10/12 | 10/10/12 | Wed Prime 9p Criminal Minds | CM | 9-10p | --1---- | :30 | 1 | \$10,000.00 | P-2 | 0.00 NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | | | 1 | \$10,000.00 | | 0.00 | | |
| E 37 | WKMG | 10/10/12 | 10/10/12 | Wed Prime 10p CSI | CM | 10-11p | --1---- | :30 | 1 | \$10,000.00 | P-2 | 0.00 NM | 1 | \$10,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | --1---- | | | | | 1 | \$10,000.00 | | 0.00 | | |
| E 38 | WKMG | 10/11/12 | 10/11/12 | Thu Prime 8p Big Bang Theory | CM | 8-830p | ---1--- | :30 | 1 | \$13,000.00 | P-2 | 0.00 NM | 1 | \$13,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | ---1--- | | | | | 1 | \$13,000.00 | | 0.00 | | |
| E 39 | WKMG | 10/12/12 | 10/12/12 | Fri Prime 8p CSI:NY | CM | 8-9p | ----1-- | :30 | 1 | \$6,000.00 | P-2 | 0.00 NM | 1 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | ----1-- | | | | | 1 | \$6,000.00 | | 0.00 | | |
| E 40 | WKMG | 10/12/12 | 10/12/12 | Fri Prime 10p Blue Bloods | CM | 10-11p | ----1-- | :30 | 1 | \$9,000.00 | P-2 | 0.00 NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/08/12 | 10/14/12 | ----1-- | | | | | 1 | \$9,000.00 | | 0.00 | | |



WKMG

Print Date: 10/09/12

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Contract / Revision

261550

Flight Dates 10/10/12-10/16/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 21

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 40 | WKMG | 10/12/12 | 10/12/12 | Fri Prime 10p Blue Bloods | CM | 10-11p | ----1-- | :30 | 1 | \$9,000.00 | P-2 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ----1-- | | | | | 1 | \$9,000.00 | | 0.00 | | | |
| E 41 | WKMG | 10/13/12 | 10/13/12 | 7-9a CBS This Morn SaCM 7-9a Sat Early Show | CM | 7-9a | -----2- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2- | | | | | 2 | \$350.00 | | 0.00 | | | |
| E 42 | WKMG | 10/13/12 | 10/13/12 | NCAA Football 3p GameCM NCAA 3pm Game | CM | various (3:30 PM-7:00 PM) | -----3- | :30 | 3 | \$2,500.00 | LUR | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----3- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| E 43 | WKMG | 10/13/12 | 10/13/12 | Sat Prime 8p Crimetime Sat 8p | CM | 8-9p | -----1- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----1- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 44 | WKMG | 10/13/12 | 10/13/12 | Sat 11p News Sat 11p News | CM | 11-1135p | -----2- | :30 | 2 | \$1,700.00 | P-2 | 0.00 | NM | 2 | \$3,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2- | | | | | 2 | \$1,700.00 | | 0.00 | | | |
| E 45 | WKMG | 10/14/12 | 10/14/12 | 6-830a Sun News 6-830a Sun News | CM | 6a-830a | -----2 | :30 | 2 | \$200.00 | P-2 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2 | | | | | 2 | \$200.00 | | 0.00 | | | |
| E 46 | WKMG | 10/14/12 | 10/14/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----3 | :30 | 3 | \$1,400.00 | P-2 | 0.00 | NM | 3 | \$4,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----3 | | | | | 3 | \$1,400.00 | | 0.00 | | | |
| E 47 | WKMG | 10/14/12 | 10/14/12 | 1030-1130a Face NationCM Face The Nation | CM | 1030-1130a | -----2 | :30 | 2 | \$1,800.00 | P-2 | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2 | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| E 48 | WKMG | 10/14/12 | 10/14/12 | NFL TODAY NFL TODAY | CM | various | -----2 | :30 | 2 | \$3,000.00 | P-2 | 0.00 | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2 | | | | | 2 | \$3,000.00 | | 0.00 | | | |
| E 49 | WKMG | 10/14/12 | 10/14/12 | NFL Game 2 NFL Game 2 | CM | various | -----2 | :30 | 2 | \$12,000.00 | P-2 | 0.00 | NM | 2 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2 | | | | | 2 | \$12,000.00 | | 0.00 | | | |
| E 50 | WKMG | 10/14/12 | 10/14/12 | Sun Prime 7-8p Sun 7-8p | CM | 7-8p | -----2 | :30 | 2 | \$9,000.00 | P-2 | 0.00 | NM | 2 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----2 | | | | | 2 | \$9,000.00 | | 0.00 | | | |
| E 51 | WKMG | 10/14/12 | 10/14/12 | Sun Prime 9-10p Good Wife | CM | 9-10p. | -----1 | :30 | 1 | \$9,000.00 | P-2 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----1 | | | | | 1 | \$9,000.00 | | 0.00 | | | |
| E 52 | WKMG | 10/14/12 | 10/14/12 | Sun Prime 10-11p The Mentalist | CM | 10-11p | -----1 | :30 | 1 | \$9,000.00 | P-2 | 0.00 | NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----1 | | | | | 1 | \$9,000.00 | | 0.00 | | | |



WKMG

Print Date: 10/09/12

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Contract / Revision **261550** Flight Dates **10/10/12-10/16/12** Hiatus Dates
Original Date / Revision 10/09/12/ 10/09/12 Order Sep 00:15:00
Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **21**

| | | | | | | | | | | | | | <u>Totals</u> | | |
|-------|------|-------------------|-----------------|-----------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|----------|---------------|------------|---------------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount | |
| E 52 | WKMG | 10/14/12 | 10/14/12 | Sun Prime 10-11p The Mentalist | CM | 10-11p | -----1 | :30 | 1 | \$9,000.00 | P-2 | 0.00 NM | 1 | \$9,000.00 | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----1 | 1 | | \$9,000.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 117 | \$258,275.00 |